AMENDMENTS TO THE CLAIMS

- (Currently Amended) A method comprising:
 receiving information obtained from at least one of a consumer and a storage area; and
 selecting, substantially automatically, multimedia-content to be broadcast to the consumer
 based on predetermined criteria set by a provider and said the receiving.
- 2. (Original) The method of claim 1, wherein a selection of the multimedia-content is made contemporaneous with the information obtained from at least one of the consumer and the storage area.
- 3. (Original) The method of claim 1, wherein the multimedia-content is at least one of video, audio, and data.
- 4. (Original) The method of claim 1, further comprising scheduling the multimedia-content to be broadcast to the consumer based on said selecting.
- 5. (Original) The method of claim 4, wherein said scheduling is based on criteria.
- 6. (Original) The method of claim 5, wherein the criteria includes consideration of at least one of; whether the multimedia-content has been consumed yet; how many times the multimedia-content has been consumed; whether the multimedia-content has been deleted or tagged for deletion; if the multimedia-content is still in the storage area; whether the multimedia-content is intended to be saved/archived; and whether the storage area is categorized.

- 7. (Original) The method of claim 1, wherein said receiving is accomplished with at least one of a telephone, a dial-up modern, a cable television vision communication, a network, the Internet, and a wireless communication.
- 8. (Currently Amended) A computer readable medium containing comprising:

 executable program instructions, which when wherein the executable program instructions, executed by a data processing system, cause the data processing system to perform the steps operations comprising:

selecting substantially automatically, multimedia-content to be broadcast to a consumer, based on <u>predetermined criteria set by a provider and on</u> information obtained from at least one of the a consumers and a storage area.

- 9. (Original) The computer readable medium of claim 8, further comprising scheduling multimedia-content to be broadcast to the consumer based on said selecting.
- 10. (Canceled)
- (Currently Amended) A method comprising:
 receiving a selection of multimedia content; and

broadcasting the selection of the multimedia-content to a consumer, wherein the selection is based on <u>predetermined criteria set by a provider and on</u> information obtained from at least one of the a consumers and a storage area.

12. (Original) The method of claim 11, wherein the selection of the multimedia-content is made contemporaneous with the information obtained from the consumer.

- 13. (Original) The method of claim 11, wherein said broadcasting is accomplished using opportunistic insertion of data.
- 14. (Original) The method of claim 11, wherein said broadcasting is accomplished with a substantially dedicated channel having a fixed transmission bandwidth.
- 15. (Original) The method of claim 11, wherein the multimedia-content is at least one of video, audio, and data.
- 16. (Currently Amended) A method comprising:

transferring multimedia content to a storage area, accessible to a consumer's digital television system; and

managing the multimedia-content stored in the storage area, wherein managing is based on whether the consumer elects a self management scheme or an auto management scheme provided by a provider.

- 17. (Original) The method of claim 16, wherein the multimedia-content is at least one of video, audio, and data.
- 18. (Canceled)
- 19. (Currently Amended) The method of claim 18 16, wherein the policy auto management scheme is a set of predetermined rules includes consideration of at least one of; whether the multimedia-content has been consumed yet; how many times the multimedia-content has been consumed; whether the multimedia-content has been deleted or tagged for deletion; if the multimedia-content is still in the storage area; whether the multimedia-content is intended to be saved/archived; and whether the storage area is categorized.

20. (Currently Amended) A computer readable medium containing executable program instructions, which when executed by a data processing system, cause the data processing system to perform the steps operations comprising:

managing multimedia-content stored in a storage area accessible to a consumer's digital television system, wherein managing is based on whether the consumer elects a self management scheme or an auto management scheme provided by a provider.

- 21. (Canceled)
- 22. (Original) The computer readable medium of claim 20, wherein the multimedia- content is at least one of video, audio, and data.
- 23. (Currently Amended) An apparatus comprising:
 - a digital television receiver; and
- a storage area to store multimedia-content; wherein the multimedia-content is selected based on <u>predetermined criteria set by a provider and on</u> information obtained from at least one of a consumers and a storage area.
- 24. (Original) The apparatus of claim 23, wherein the multimedia-content is selected contemporaneously with the information obtained from at least one of the consumer and said storage area.
- 25. (Original) The apparatus of claim 23, wherein the multimedia-content is at least one of video, audio, and data.

26. (Currently Amended) An apparatus comprising:

a multimedia-content selector to select multimedia-content, substantially automatically, to be broadcast to a consumer, based on <u>predetermined criteria set by a provider and on</u> information obtained from at least one of the <u>a</u> consumer and a storage area.

27. (Original) The apparatus of claim 26, further comprising:

a multimedia content scheduler, configured to communicate with said multimedia-content selector, to schedule the multimedia-content to be broadcast to the consumer.

28. (Original) The apparatus of claim 26, further comprising:

a processor configured to receive the information and execute instructions that select the multimedia-content to be broadcast to the consumer; and

a storage area configured to allow communication with said processor.

29. (Original) The apparatus of claim 26, further comprising:

a multimedia-content data base server, to store new multimedia-content, some of which is selected to be broadcast to the consumer.